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MARKETING ACTIVITIES

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MILK ALLOCATION - AN EXPERIMENT IN MARKETING

Milk distributors in New England have adopted a policy of live and let live in their dealings with each other. Wartime marketing of food products has no more shining example of downright cooperation than the milk allocation plan now in operation in the Northeast.

THE RED CROSS COMES THROUGH

"Grim and rough" is the way returned prisoners of war describe Schickelgruber's rest homes. About the only bright spot during a sojourn in one of them is the Red Cross package that arrives regularly with food and smokes. If you are interested in the way the package gets from the United States to the camp, this article tells all.

ENRICHED HEALTH

Sylvester Graham was born too soon. The white bread bakers turn out today contains vitamins and minerals in some profusion; and if this modern bread isn't guaranteed to cure what ails you, you may rest assured that it at least will make you feel no worse. And listen, folks--the FDA has some other enrichment programs on the fire which will be reported in due time.

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MILK ALLOCATION - AN EXPERIMENT IN MARKETING

. . . . By Chester W. Smith

New England milk distributors have taken the sensible approach to the milk shortage problem. Figuratively speaking, they have agreed to put their combined supplies of milk into one big tank. Those who lack the milk to supply their customers are given the privilege of withdrawing from the tank whatever they need--provided, of course, that the tank holds enough for all. If consumer demand is greater than total supplies in the tank, distributors get a proportionate share of what is available and consumers reduce their consumption.

Here's the way the program started:

Last summer, some distributors lacked milk to supply their customers, while other distributors had too much. But when Distributor Lacksmilk tried to buy from Distributor Hasmilk, he heard something like this, "Sure, Joe, I'll let you have some milk, seeing as how you are in a jam, but it's going to cost you plenty." And it did.

These inter-distributor sales at high prices caused many complaints, and the OPA called a meeting in Boston to see if something could be done. After hearing all the arguments, OPA told the distributors that some other arrangement had to be worked out or price ceilings would be applied at the distributor level. These ceilings the distributors did not want.

Distributors' Plan

As an alternative, several Boston distributors offered to work out an agreement among themselves for sharing supplies with localities that were short--such inter-distributor sales to be at reasonable prices. By September an agreement had been drafted that was satisfactory to the OPA as a substitute for distributor ceilings. The agreement then was submitted to the War Food Administration for approval and for certification to the Attorney General.

WFA approval was necessary because the agreement provided for a representative of the WFA to be a party to the agreement and to act as an impartial confidential clearing house of reports from individual distributors. Certification to the Attorney General was desirable to assure distributors who participated in the agreement that their actions would be exempt from possible prosecution under the anti-trust laws.

Distributors knew that during the late fall and early winter--the low point in New England's seasonal production cycle--total milk production would be insufficient to meet all fluid milk needs. Accordingly the agreement was designed to operate only during the "off season" and will expire February 29, 1944. By that time production is expected to increase enough to give every distributor an ample supply of milk.

The agreement, which is certainly needed now, covers five States--Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont. Any fluid milk distributor in this region may participate. Participants are required to file weekly reports with the WFA representative, Samuel W. Tator, showing actual receipts and sales of milk for "last week" and an estimate of receipts and sales of milk for "next week." The WFA representative computes the total of estimated receipts and sales for the region for next week and determines whether the total supply is greater or less than the estimated sales.

In case the total supply is in excess of sales, individual participants who expect to have less milk than they need from their own supply sources are eligible to have allocated to them enough milk to bring their total supply up to 100 percent of needs.

In case the total supply of all participants is less than the estimated needs, the supply in relation to needs is expressed as a percentage, and every participant receives an allocation notice from the WFA representative which assures all distributors the same proportion of their needs. In making the allocation for less than a 100 percent supply, the agreement provides that the actual sales for the week preceding that in which the WFA representative makes his first "short supply determination"--which turned out to be the week October 24-30--shall be his "basic sales quota."

The first week for which estimates showed less than enough milk for all needs was November 7-13. For that week supplies were allocated to 94 percent of estimated needs. The following 2 weeks, November 14-27, allocation of a 90 percent supply was made. The lowest point in production for the season now seems to be past as the supply for the week November 26-December 1 was up to 93 percent of needs.

750 Participants

The number of participants has rapidly increased, reaching about 750 by mid-November. These 750 distributors handle approximately 25 million pounds of milk per week, and are scattered over the five States from Presque Isle, Me., on the north, to Newport, R. I., on the south, and to Pittsfield, Mass., on the west. The operation is referred to as a "Five-State allocation pool," with all the reports being channeled through a single office at Boston weekly.

The office of the WFA representative has become a real nerve center of the New England fluid milk industry. Reports are received every Wednesday and must be completely totaled by Thursday morning so that the proportion of total supply to needs can be computed. Once this factor is determined, the work of computing individual allocations begins and must be completed in time to have all allocation notices prepared and delivered to individual distributors on Friday. The notice that the distributor gets on Friday is his instruction for inter-distributor sales

for his company for the following calendar week, which will adjust his supply to the degree of shortage for the region as a whole. He must have his notice on Friday to be able to plan his business for the week beginning Sunday.

In allocating supplies among distributors, two rules are rigidly followed: (1) Existing inter-distributor relationships are left undisturbed as much as possible, and (2) allocations are made in such a way that a minimum of transportation is required to make delivery.

Maintenance of existing relationships where possible is considered essential to smooth operation of the agreement. Milk distributors, the same as other merchants, would rather deal with some of their fellow competitors better than others and do business with those they like best. Since it was known that the allocations would have to introduce hundreds of distributors to others they had never done business with before, a little attention to making allocations through existing contacts was considered desirable.

Transportation Efficiency

Much more efficient use is being made of transportation facilities now. Tank cars, for example, are going into Boston full of milk instead of only half or two-thirds full as frequently was the case before the program started. Or one tank truck may be handling the milk pick-up job where formerly two trucks were used to haul small loads of milk in cans over the same route. In cases where one distributor is eligible to have allocated to him the milk of another whose hauling operations duplicate his own, sales between the two parties are directed in such a way that one facility can be filled to capacity and the other used to relieve a shortage of transportation equipment elsewhere.

Another feature of the agreement is an advisory committee of six distributors, which meets with the WFA representative every Thursday afternoon to discuss the next week's market situation and to advise on unforeseen problems which have arisen during the week or which have not specifically been provided for by the agreement itself. These sessions have proved to be extremely helpful, both to the representative and to the distributors themselves.

A statistical summary of the immediate market situation is prepared from the current week's reports, and the degree of shortage of the market estimated for the following week. This information becomes the basis of a market-situation letter, which is mailed to each distributor with his allocation notice.

The program is a remarkable demonstration of the way marketing efficiency and an equal division of supply can be brought about through cooperation. Consumers gain because the supply is divided evenly among distributors in relation to the number of customers being served. The

program has been a life saver for some distributors, who, for one reason or another, were extremely short of supply. Producers gain because such a coordinated marketing program results in more complete movement of milk into fluid use, the highest price class.

Compliance of participants has been very good. Some mistakes have been made in individual allocations and some errors in estimates of next week's supply. On the whole, however, those distributors called on to sell milk to others have made a real effort to live up to their obligations, and under a program of such large volume and wide scope the mistakes can be considered minor. Practically all distributors have complied with price schedules.

The most remarkable aspect of this program is the fact that the 14 Boston distributors who drafted the program and whose participation was considered essential to launch it, were distributors who had little to gain from the agreement. That they initiated and launched the program demonstrates a high degree of concern on their part for the welfare of their fellow distributors and of the consuming public in time of emergency.

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NEW ADMINISTRATOR FOR CHICAGO MILK ORDER NAMED

Hubert H. Erdmann has been named acting market administrator of the Federal order regulating milk marketing in the Chicago area and as market agent of the FDA's milk conservation program in the Chicago, Peoria, and Rockford, Ill., milk sales areas.

Erdmann's appointment became effective on November 23. On the same date, A. W. Colebank, former administrator and agent, reported for active duty with the Army.

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BREWERS SUGGEST RAILROAD SAVINGS

A voluntary program to reduce by at least 10 percent rail transportation required by the brewing industry in 1944 was presented by the Brewing Industry Advisory Committee of the WFA at a recent meeting in Washington. The 10 percent saving would be achieved by following these provisions of the program which a special task committee of the industry has outlined: Limiting shipments of beer to domestic markets in California, Oregon, and Washington from the East to 75 percent of what was shipped in 1942; using inland waterways to the maximum; avoiding overly circuitous routing whenever possible; placing additional emphasis on practices which have already yielded substantial savings, such as heavier loading of cars, and prompt loading and unloading at breweries and destinations.

**MORE CANNED FOODS
SLATED FOR CIVILIANS**

When food is not definitely needed for war requirements, it is made available to civilians. In line with that established policy, the War Food Administration recently authorized the Office of the Quartermaster General--which purchases processed foods for other Government agencies as well as for the Army--to permit canners to release some foods held in reserve.

Quantities released included 2,400,000 cases of canned grapefruit juice, 540,000 cases of pineapple, 77,000 cases of figs, 2,600,000 cases of canned string beans and tomatoes, and 2,970,000 cases of canned peaches, peas, and catsup. Other foods are scheduled for release.

In setting aside quantities of canned foods for direct war needs, canners hold a specified quantity as a basic reserve and an additional quantity as a contingency reserve to meet unexpected requirements. These are released after war needs for particular quantities have been met.

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**FDA RELEASES BUTTER
FOR USE IN HOSPITALS**

Up to 5 million pounds of butter will be released to hospitals from stocks held or set aside for the Food Distribution Administration. The butter is intended to supply hospitals during the period November through March.

Hospitals or agencies purchasing supplies for hospitals may apply for a quantity of butter not to exceed three-tenths pound per bed per week. In defining "hospitals," the FDA has included institutions which maintain and operate, in conformity with local and State laws, organized facilities for the diagnosis and care or treatment of human illness. Those institutions that provide exclusively for medical care over periods of less than 48 hours are excluded.

Eligible institutions wishing to obtain butter from the FDA should apply to the nearest regional director. The regional director, upon proper certification of claims, will issue butter release certificates in amounts convenient to both the hospital and the supplier. The FDA has regional offices in San Francisco, Dallas, Atlanta, Chicago, and New York City. Each regional director may release not more than a million pounds of butter during the 5-month period, unless he obtains prior permission to release an additional quantity.

This butter program was developed in cooperation with the OPA, and ration coupons will be required in the usual way through the OPA for all butter purchased.

**SOYBEAN CROP PROVIDES
BOTH FOOD AND FEED**

The big increase in edible soya products has worried some segments of the feed trade. They fear that less soybean feed will be available to livestock feeders.

Truth of the matter is, requirements for edible soya products are expected to continue during the first quarter of 1944 at about the same rate as present--less than 10 percent of the total soybean meal production.

Current rate of production indicates that the output of edible soya products for all purposes during the last 3 months of 1943 will require the equivalent of about 74,000 tons of soybean meal. Soybean oil meal production during the same period (for animal feed) is expected to total between 800,000 and 900,000 tons.

New processing facilities for producing soybean oil and meal are being added in the Corn Belt. Processing facilities in the South and on the Pacific Coast also are being utilized to provide the maximum supply of soybean meal for all purposes.

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**VETERANS TO GET
SET-ASIDE BEEF**

Set-aside beef will be available to the Veterans Administration through an amendment to Food Distribution Order No. 75.2, effective November 22. Under the set-aside order, packers who operate federally inspected plants have been directed to reserve for Government purchase 50 percent of the quantities of beef which meets Army specifications.

Federally inspected slaughterers who have been selling carcass beef to the Veterans Administration may now take credit on such sales toward filling their set-aside quota. Other slaughterers who have not been selling to the Veterans Administration may now do so and all carcass beef meeting specifications sold to the Veterans Administration will be credited to the amounts they are required to set aside.

This action does not increase the percentage of beef which federally inspected slaughterers are required to set aside nor does it mean a further reduction of civilian supplies.

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Production of mustard seed this year, estimated at 35,380,000 pounds, compares with the 1942 crop of 44,500,000 pounds, and the 1932-41 average of 17,426,000 pounds.

THE RED CROSS COMES THROUGH

. . . . By Sophia Podolsky

The scene is a German prisoner of war camp--Stalag IX C--not far from Dresden. "Guests" are from Britain, Russia, France, Poland, Yugoslavia, and the United States. Among the Americans is ex-jockey Benjamin F. Spring, Staff Sergeant, from Denver, Colo. He bailed out of his plane 30,000 feet over Hamburg on July 25, with shrapnel wounds in head, shoulder, and leg. When he'drifted to the ground, he found a reception committee of German soldiers waiting for him.

Spring is supervising a little "Kriegie" cooking ("Kriegie" comes from Kriegsgefangener--"prisoner of war" in German). He and a small group of Americans are trying to fathom the mysteries of cookie making. The ingredients come from a Red Cross prisoner-of-war package distributed this morning.

Long Days

Chances are against the cookies turning out like Mom's or even a reasonable facsimile of same--but it's something to do anyway. The days are long, and tomorrow is the same as today. Only tomorrow it will be hobo stew, with lots of tea to make it go down.

In another camp 35 miles northeast of Munich--Stalag VII A--is August E. Turnow, a Staff Sergeant from Springfield, Oreg. Shot down over Lorient, France, Turnow landed in the Atlantic, a bullet in his hip, and swam around in a Mae West for 10 hours before being picked up by a German patrol boat.

The German food rations at Stalag VII are "pretty grim," as Turnow puts it. That means a fifth of a loaf of black bread 5 days a week, and a fourth of a loaf on Monday and Tuesday, four or five wizened potatoes, and maybe once a week a bit of wurst and a bit of cheese. "And I mean a bit," says Turnow. "The prisoner-of-war packages sure look good when they come."

Packages arrive regularly all the time he is at Stalag VII A. But cooking facilities are bad: Wood is hard to find and there aren't enough stoves. Beer can be obtained in the black market outside the compound, but it's "rough stuff." According to Turnow, it is 99 percent water and 1 percent lye--and it's 14 days in solitary if the Germans catch any prisoners with bootleg.

These are scenes from a real play. "Benny" Spring and August Turnow were in German prison camps for months but they are back in the United States now through an exchange of wounded prisoners. I talked to them on November 20 and they told me that being at Walter Reed Hospital, in Washington, D. C., is like being in Shangri-la. They both agree that

being in one of Hitler's rest homes is "grim and rough." They also agree that it was the Red Cross packages coming through once a week with stuff to eat and smoke that kept up hope, courage, and strength.

It takes organization to get a Red Cross prisoner-of-war package from the U. S. to Stalag VII A and the other Axis prison camps. A number of agencies cooperate, including the American Red Cross, the International Red Cross Committee, the War Department, the Navy Department, the Department of State, the Food Distribution Administration, and the Office of Foreign Economic Administration.

Procurement of the food that makes up the 11-pound standard package is initiated by the American Red Cross. Its requisitions for supplies for the four packaging centers at Chicago, St. Louis, Philadelphia, and New York are turned over to the Food Distribution Administration, which does the actual buying through channels already set up for purchasing food under the Lend-Lease Act. Total cost of items purchased by the FDA up to late November was \$25,000,000.

Assembly Line

Assembly line techniques are used in the packaging centers. The standard food carton, a container about 10" square and 4½" deep, moves along a roller conveyer and women volunteers wearing the white-collared blue smock with the Red Cross emblem fill in each article in a certain place. First a 1-pound packet of prunes or raisins so that the men can have whips and puddings; then the liver paste (only item not purchased by the FDA); a tin of coffee in one corner; and a can of corned beef in the other. The rest of the carton is quickly filled with sugar, dried milk, biscuit, orange concentrate, salmon, cigarettes, soap, and two 4-ounce bars of Ration D chocolate, as far from the soap as possible. Recently, a small can opener has been included in every fourth package. Altogether, the finished packet must weigh no more than 11 pounds. During the month of October over a million such food packages were prepared for export shipment and since the first center began operating in January 1943 more than five and a half million packets were packed.

It should be mentioned that the contents of these packages are varied from time to time. The January 1944 package, for example, will include meat and vegetable stew instead of pork luncheon meat. A request that cigarettes be replaced by a Testament went unheeded. The Red Cross uses every means to determine what the prisoner actually needs, and repatriated fighters are able to offer good advice. Two who recently escaped from a Far East Camp urged that essentials take precedence over luxury items.

The license to ship the food parcels is granted by the Foreign Economic Administration (formerly the Office of Economic Warfare), through the collaboration of U. S. and British blockade authorities. Before August of this year, the ships sailed from Philadelphia to Lisbon

and thence, by "shuttle-service," to Marseille, or directly to Marseille, where the supplies were received by a delegate of the International Red Cross Committee. Because the latter route is more rapid all American Red Cross supplies are, at present, being shipped direct to Marseille.

A human interest facet of this switch is the story of the French longshoremen who unload the relief supplies at Marseille. They are such a hungry, tattered lot that the Red Cross had regularly picked up some extra food for them in Lisbon. When the boats were redirected to Marseille, the longshoremen raised such a howl the Red Cross had to obtain an extra license in Washington so as to continue this feeding program--and prevent pilfering. The Red Cross will also be giving the stevedores a new pair of overalls and rubber boots at Christmas time.

Obviously, the Red Cross must use vessels sailing under neutral flags and with neutral crews. Because of the reduced volume of neutral trans-Atlantic cargo space, the International Committee asked belligerent nations to transfer to Swiss registry ships that had sailed under belligerent registry. The Swiss Foundation for Red Cross Transportation was announced on April 23, 1942, to operate such ships and *Caritas 1* was the first boat put into operation. Arrangements are being concluded with the German Government to release a Swedish ship from the blockade, and the United States will provide a third.

Foz Do Douro

Besides *Caritas 1* and registered space chartered on Swiss vessels, the Red Cross has begun to use sailing ships. Pioneer in this venture was the 4-masted *Foz Do Douro* which completed her maiden trip from Philadelphia to Lisbon under Portuguese registry with a cargo of over 300,000 standard food packages. The crossing was accomplished in 21 days. The *Tengo* is the second sailing ship to enter the service.

From Marseille, relief supplies for prisoners of war and civilian internees held by Germany move to the warehouses of the International Red Cross Committee in Switzerland. Two trains a day are required for these supplies, which represent shipments made by British, British Dominion, and American Red Cross societies. In accordance with the provisions of the 1929 Treaty no charge is made for these rail shipments from Marseille to Geneva. In addition, special police protection is provided.

When the freight cars arrive at the camps, the supplies are turned over to the elected representatives of the prisoners (camp leaders), who arrange for an equitable distribution among the men. IRCC delegates investigate this distribution when they visit the camps. Each prisoner signs an individual receipt for the package he receives. Through the IRCC many of these receipts reach the national Red Cross society responsible for making the shipment.

In camps of mixed nationalities, the American, British, and other allied prisoners (against orders) have organized Russian aid committees which collect left-over food for the Russian prisoners. It has been reported that without these scavenger supplies, the Russian could barely exist.

Maybe the fact that Germany and Russia have no formal treaty covering the treatment of prisoners has something to do with the sad lot of Russian soldiers in German prison camps. And then again, maybe it's something else. At any rate, one of the obligations covered by international treaties was the "Geneva Convention of 1929 Relative to the Treatment of Prisoners of War." U. S. participation was formerly ratified by the Senate in 1932.

Although parcels are being delivered regularly to prisoners of war in the European theatre, there is no regular channel for the transport of relief supplies to the Far East except in the diplomatic exchange ships as they are arranged with the Japanese Government. These exchange ships do not begin to solve the problem of adequately providing for our Far East prisoners.

S. S. Gripsholm

In August of 1942, the *S. S. Gripsholm* met the Japanese ship at Lourenco Marques in Portuguese East Africa and exchanged repatriated Japanese citizens and relief supplies for 1,500 American citizens. After repeated postponements, while endless negotiations went on with Japanese officials, a second exchange voyage started when the *Gripsholm* finally sailed out of Jersey City on September 2, 1943.

The cargo, valued at more than one million dollars, was composed of over 140,000 special Far East food packages, clothing and comfort articles, paid for or supplied by the United States Government; medical supplies and tobacco furnished by the American Red Cross; and books and recreational supplies provided by the Y.M.C.A. The *Gripsholm* also carried U. S. mail and relief supplies from the Canadian Red Cross for Canadian prisoners. There was an additional cargo of 2,892 next-of-kin packages which the War Department had asked the Red Cross to prepare for "adopted" prisoners. Almost 300 extra Red Cross next-of-kin parcels were ordered after the *Gripsholm* had started her voyage, and these followed in an Army transport, like a land albatross, to overtake the *Gripsholm* at Rio de Janeiro and Montevideo.

The route of the diplomatic exchange ship was around the bulge of Brazil, to Rio, to Montevideo, then around the tip of Africa, through the Mozambique Channel, into the Indian Ocean and finally to the Arabian Sea port of Mormagao in Portuguese India, where the *Gripsholm* was met by the Japanese boat *Teia Maru* bringing Americans to Mormagao.

Descriptions of the cargo were cabled to the IRCC delegate, Dr. Paravincini, in Tokyo, so that plans for delivery would be made before the shipment reaches Japan. If no delays develop, our men in the Far East will receive these parcels by Christmas.

Next-of-kin packages supplement the weekly supplies furnished by the Red Cross which, in turn, supplement the black-bread, potato-diet rations furnished by the detaining power. The next-of-kin package achieves a personal touch lacking in the standard package that rolls off the conveyer belt. These are the parcels that can include chewing gum and the "pepper, parsley and onion flakes" that an officer at Stalag Luft III asked his mother to send. Because "we are doing our own cooking and it's not half bad. Anyway, it always gets eaten up!"

An "invalid package," instead of the standard package, is sent to American prisoners who are sick or recovering from wounds.

The only thing, it seems, that could be better than a parcel from the Red Cross is to be home again. "Spring is here," writes an American boy from P. G. 21, Italy. "Nightingales sing outside the window all night long and olive trees are bright green. But I'd give all the _____ nightingales in Italy to hear one Texas mockingbird outside my own window back home. We're getting Red Cross parcels now and they are excellent. We get one a week and if they continue at that rate I will be well satisfied."

They will continue at that rate.

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FARM EMPLOYMENT DOWN SEASONALLY

A total of 10,698,000 persons were working on farms the first of November, the Bureau of Agricultural Economics reported recently. This number represents a decline of about a million and a quarter workers during the month of October, or somewhat more than the usual seasonal decrease. It is about 2 percent less than the 10,879,000 workers November 1, 1942, and 3 percent less than the 1938-42 average farm employment.

The decline from a year ago is entirely accounted for by a drop of nearly 7 percent in hired employment as the number of family workers is slightly higher this November than for the same date last season. The greater employment of members of the operator's family stems from three causes, the BAE says: (1) Patriotic appeals to such persons to help during the emergency, (2) dismissal of schools in many communities this year to allow pupils to assist at home in the harvest of crops, and (3) the tendency of some farmers to try to get along as best they can with such family labor as is available rather than to hire inexperienced farm workers.

The number of hired workers on November 1 is the lowest for the month since the depression years, and 8 percent less than in 1938-42.

U. S. PRODUCING 90 PERCENT OF FATS AND OILS REQUIREMENTS

The War Food Administration estimates that the United States will produce more than 90 percent of its fats and oils requirements for the next 12 months, compared with 82 percent of a smaller peacetime volume. All requirements for military, lend-lease, and essential civilian needs for the year beginning October 1, 1943, are estimated at 11.7 billion pounds--more than 1.5 billion pounds in excess of peacetime normal. U.S. production will account for 11.3 billion pounds of the 11.7 billion pounds needed, while imports of 1.1 billion pounds will supply the balance and help rebuild stocks to normal levels.

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FARMER'S SHARE OF RETAIL FOOD DOLLAR AT HIGHEST LEVEL SINCE 1919

The farmer's share of the retail food dollar reached 58 cents in August 1943, the highest level since 1919. Marketing charges on farm food products fell 5 percent from July to August; retail prices dropped 2.5 percent; and payments to farm food producers did not change.

According to the Bureau of Agricultural Economics, these changes reflected the extension of the food price rollback as well as other conditions. Subsidies paid to processors of butter and meat products have accounted for more than a third of the 14 percent decline in food marketing charges from May to August 1943.

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NEW YORK STATE CANNER GETS FIRST "A" AWARD

Presentation of the "A" award--the War Food Administration's recognition of "achievement" in food processing--was made November 14 to the Comstock Canning Corporation, Newark, N. Y.,--the first food processing company to receive it.

Praise for the company's record in exceeding the estimated production capacity of its six plants and in maintaining a low absenteeism rate was voiced by General Carl A. Hardigg, Office of the Quartermaster General in awarding the "A" flag to the concern at its Newark headquarters.

"We were able to win the award," said Richard E. Comstock, president of the company, "because all of the employees and the farmers as well have done their war jobs to the best of their ability. It is a great honor to be the recipient of such recognition, particularly since this is the first "A" award to be given seasonal food processing plants making enviable production records."

ENRICHED HEALTH

. . . . By Elinor Price

Look at a piece of bakery bread. You'll see nothing out of the ordinary; it will be white, moist, and appetizing just as it always has been. But that bread actually is much more nutritious than it was 5 years ago, say. In accordance with Food Distribution Order No. 1, it contains thiamine, niacin, riboflavin, and iron in quantities equal to the standards of enrichment prescribed under the Food, Drug, and Cosmetic Act. It may or may not contain calcium and vitamin D. That is optional with the baker.

How we finally got around to putting back into bread the valuable nutrients lost in the milling process is a long story. Many scientists had a hand in it. And then there was Sylvester Graham, who was no scientist, but who "had a hunch" that ordinary white bread was not all it should be. Graham toured the country in the 1830's, lecturing against the evils of white bread as a food.

Poet of Bran Bread and Pumpkins

Emerson called him the "poet of bran bread and pumpkins." He was attacked in Boston by a mob of angry bakers. In addition to preaching temperance, hard mattresses, old shower baths, open bedroom windows, and cheerfulness at meals, he believed that good health could come from the consumption of bread at least 12 hours old and made of whole wheat, unbolted and coarsely ground. Scorned, ridiculed, vilified as he was, Sylvester Graham, the staunch New England preacher and reformer, had a sound idea when he put "Millers Barreled Graham Flour" on the market.

However, to the bakers of Boston the production of "Graham Bread" seemed like a turning back of the clock. For hadn't they and a long line of predecessors been working to develop a bread that was just the opposite of Graham's bread? Almost as soon as the art of processing flour from wheat had been discovered millers began to develop a meal or flour that would make a white, soft bread. They learned that by removing the tough outer skin of the grain berry (the bran), and the seed embryo (the wheat germ) they could produce a refined white flour that would make a better appearing and more palatable loaf of bread than that made from coarsely ground, unbolted whole wheat flour.

Just how early white bread became a part of man's diet is not exactly known. We do know that the ancient Egyptians had white bread and cakes; by the 12th Century white bread had become so well established that in London there was a Company of White Bakers as well as a Company of Brown Bakers. To eat white bread became a mark of social distinction and when a man improved his economic status one can imagine his wife asking: "Now can we have white bread just like the Joneses?" While the poor of the cities and the farm folk ate brown bread (made of flour with

the germ removed but with some bran) and black bread (made from the whole meal) the wealthy lived exclusively on white bread.

White Bread and Nutrition

And so it went--millers improving their process to make whiter and softer flour, bakers producing more and more loaves of white bread, and more and more people consuming bread and other bakery products made from white flour. What happened in Europe also happened in the United States--Americans got the white bread habit. Then the inevitable price switch took place. As more white bread was produced, it became cheaper in price, and since comparatively few loaves of whole wheat bread were sold it became more expensive. A third factor was important, too. Millers began to process into animal feeds the bran and germ removed from the wheat and the production of these animal feeds became a profitable part of the manufacture of white flour.

And now we come back to Sylvester Graham, with his plea for the "natural" wheat product instead of the "adulterated" bakers' white breads, Graham was correct in saying that the whole wheat flour was more nutritious in some respects than the white flour, though he couldn't have known why. It has been only in the last few decades that scientists have been able to isolate and define the various vitamins found in foods and to understand the direct effect such vitamins have on health and vitality.

Graham was only a keen observer, but Dr. C. Eijkman in 1897 and the other scientists who followed him, put their finger right on the vitamin deficiency that caused the disease known as "beriberi." Eventually, the vitamin became known as B₁ or thiamine and it was found that the outer coating and germ portions of wheat were a rich natural source of this vitamin. In addition, it was discovered that the removal of bran and germ from the wheat removed a large part of the riboflavin or vitamin G, a nutrient necessary to proper growth. A third nutrient removed to a large degree with the bran and wheat germ was nicotinic acid or niacin, the vitamin most effective in the prevention and cure of the disease known as "pellagra." A large part of the iron also was lost in the milling process.

So there you have four nutrients, all admittedly necessary in maintaining a well-balanced, healthful diet. When these nutrients are markedly deficient, a person suffers from fatigue, nervousness, stiffness, loss of weight, skin lesions, inflammation of the tongue, dizziness, and in extreme cases, functional disturbances of the heart and gastro-intestinal canal, degeneration of the spinal cord, and loss of coordination.

This appalling list of maladies is not meant to scare you; other foods contain these nutrients. Under normal conditions, a well-balanced daily diet of milk, eggs, meat, fresh fruits and vegetables will keep you clear of these symptoms and diseases of malnutrition. But remember that bread is still considered by some people as the "staff of life." As a matter of fact, since 1939 there has been an increase of approximately

32 percent in the national consumption of bread and rolls and since 1941 an increase of 25 percent.

In wartime, when people are working harder and longer hours, they need more calories and inevitably turn to bread as one of the cheapest and handiest sources. Then again, since more people are working, more lunches are carried and more lunches mean more sandwiches. Rationing of meats, fats, and cheese also has meant an increase in bread consumption. It has been estimated that in the past several years wheat has contributed approximately one-fourth of the calories of the average diet of the civilian population. Approximately 95 percent of the milled wheat products used in the human diet is white flour.

Now let's get one point straight: Whole wheat flour contains all the nutrients of the wheat kernel (that is obvious), but it doesn't necessarily follow that whole wheat bread is more palatable than white. As a matter of fact, the bulk of the evidence is in the opposite direction. Millers make the kind of flour the bakers want--white flour; and the bakers make the kind of bread their customers want--white bread. The customers want white bread because they like it better than whole wheat bread. So there you are.

Enrichment

Now--how can we have the good taste of white bread and yet have the most important nutrients lost in the milling process? We can enrich the bread. We can put back in large degree the most important nutrients that are lost in the milling process. And in doing this we have an ideal method for the widespread and economical distribution of thiamine, riboflavin, niacin, and iron in people's diets.

Out on the farms, however, women are still baking their own breads and many of them are making it from white flour. In spite of the war, women are still making pies, cookies, and fluffy cakes from the refined white flour. Therefore, just to make doubly sure that Americans are getting supplies of the four nutrients, a second program is now under consideration which will require that all white flour sold in wholesale and retail trade channels for "family" use be enriched. Enrichment will not add materially to the cost of flour making--not over 17 cents for a barrel of 100 pounds or 26 cents per capita per year. There are adequate supplies of vitamins to meet the requirements of such a program. And enrichment does not impair the appearance, palatability, or cooking qualities of the flour.

The whole matter might be summed up this way: If you like whole wheat bread--why just go right on eating it. Or if you like white bread, go ahead and eat it too. When the complete Government program of bread and flour enrichment gets under way, there will be very little difference, nutritionally, in bread made from whole wheat or enriched white flour. Sylvester Graham can rest in peace.

**SUSPENSION ORDER
FOR TEA DEALER**

Max Aiken, doing business as the James Van Dyk Tea and Coffee Company, Providence, R. I., was suspended from delivering tea in other than beverage form for the duration of the national emergency in an order issued by the War Food Administration, to become effective November 15, 1943. This action was taken upon the determination that the company had wilfully violated Conservation Order M-111 and Food Distribution Order No. 18.

- V -

**EGG DRYERS ASSURED OF NO
COMPULSORY CONTRACT CANCELLATIONS**

Egg dryers have been assured that cancellation of contracts with the Food Distribution Administration will not be made compulsory. Early in October it was announced that egg dryers holding contracts with the FDA for deliveries in November, December, and January could apply voluntarily for cancellations of up to half of their contracts.

FDA officials point out that responses to this offer have been gratifying and that all products now contracted for will be accepted on the contracted delivery dates. If it is necessary to prevent a shortage of eggs for civilian consumption, however, additional cancellations will be considered, but it will not be safe for dryers to "go short" of the product.

Dryers were advised that definite figures were not yet available covering the volume of requirements for U. S. armed forces and our allies next year, but that the present outlook indicated that existing drying plants can be utilized to full capacity for operations extending for at least 6 or 7 months.

- V -

**FALK NAMED CHIEF OF
FATS AND OILS BRANCH**

Leon Falk Jr., vice president of the Commodity Credit Corporation, has been named chief of the Fats and Oils Branch, FDA, to succeed Charles T. Prinderville, who is returning to private business. The appointment is effective December 1.

As vice president of the CCC, Mr. Falk has been in charge of the purchases and sales of foreign commodities. He entered Government Service with the Office of the Coordinator of Inter-American Affairs shortly after the outbreak of war, and later became chief of the Fats and Oils section of the then Board of Economic Warfare.

- PERTAINING TO MARKETING -

The following reports and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach, and mail to the Food Distribution Administration, War Food Administration, Washington 25, D. C. No letter is required.

Addresses

Address by Marvin Jones, November 12, 1943. 9pp. (processed)

Some Current Issues Facing American Farmers. November 17, 1943
10pp. (processed) By Claude R. Wickard

Military and Allied Food Requirements. November 18, 1943. 14pp.
(processed) By Roy F. Hendrickson

Cheddar Cheese Set-Aside Program. November 10, 1943. 11pp.
(processed) By Tom G. Stitts

Problems To Be Solved in Distributing 1944 Production. October 19,
1943. 5pp. (processed) By Frederick V. Waugh

Reports

Discussion Guide on Food Conservation for Use by Women's Groups.
November 1943. 18pp. (processed)

Wartime Quotations on Dairy and Poultry Products. November 1943.
10pp. (processed)

Cotton Quality Statistics, 1942-43. CS-5 November 1943. 58pp.
(processed)

Spinning and Fiber Test Results for Some Cottons Grown in California,
Arizona, and New Mexico, Crops of 1941 and 1942. November 1943.
7pp. (processed)

Spinning and Fiber Test Results for Some Cottons Grown in Texas
and Oklahoma, Crops of 1941 and 1942. October 1943. 8pp.
(processed).

Effect of Card Speeds and Production Rates on the Quality of Yarn
Manufactured from Various Grades of Cotton. September 1943.
16pp. (processed)

Packing of Cotton at Gins For Uniform Density. M.P. 527 August 1943.
22pp. (printed)

Hog Marketing. November 1943. 7pp. (processed)

Check List of Standards for Farm Products of the Food Distribution
Administration. November 1943. 10pp. (processed)

1944 Agricultural Outlook Charts. (Bureau of Agricultural Economic)
October 1943. 102pp. (processed)

